Lean Ux Prototype – Prepare

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IceCreamShopRecipes will be a website focused on giving recipes to new Ice Cream Shop owners or to restaurants adding gourmet Ice Cream to their menu. There will also be a community blog where we can share ideas.

To the new Ice Cream Shop Owner:

1. How do you get inspired to create recipes?
2. Is this website appealing to you, what do you think of the colors and layout?
3. What was the first impression of the website? Was it attractive?
4. Do you find it easy to navigate or is it too word intensive?
5. What is the first thing you notice about the site?
6. Where are you trying to get to first on the site?
7. Have you noticed something that is needed but missing from the site?
8. What would you use the blog page for?
9. Are you open to sharing your own recipes or inspirations?
10. Are you willing to purchase exclusive recipes from this website? If so, how much would you spend?
11. Would you return back to this website? Why or whynot? What feature(s) would you return for?
12. Would you refer someone to this website? Why or whynot?